

Wichita Eagle

IDEAS RULE THE WORLD.

THIS IS EXEMPLIFIED BY CERTAIN JOURNALISTIC SUCCESSES.

Joseph Pulitzer, of The New York World, and his \$1,000,000 Annual Profit. Col. Taylor, of The Boston Globe. James W. Scott, of The Chicago Herald.

WASHINGTON, Aug. 21.—Modern journalism in America is bringing to the front new men and new ideas. Most conspicuous of the recent successes is Joseph Pulitzer, of The New York World. The story of the rise of that journal in popularity, and of its proprietor in wealth, is almost like a fairy tale. "Guess how much money The World earned as clear profit last year," said one of Mr. Pulitzer's friends to me a few days ago. I hazarded a guess at a half million dollars. "You fall far short,"



JOSEPH PULITZER.

said the gentleman. "Last year The World made a net profit of \$1,000,000. The receipts from The Sunday World alone are enough to pay the entire expense of the establishment, leaving the earnings of the paper on the other six days and of The Weekly World as clear profit. There is no other paper in the world that makes half so much profit. Probably The New York Herald is earning three or four hundred thousand dollars a year. There are other papers in New York which earn small fortunes every year. The Chicago Tribune makes a net yearly profit of \$300,000 for its owners, and The News makes half as much. What The Chicago Herald makes is not known, for the reason that about all of its profits, which are very large, go into new presses and buildings."

"Does Mr. Pulitzer keep close eyes upon his journal?" I asked.

"He thinks of nothing else. He devotes all his time to the paper. If he is in Europe an outline of the contents of the paper is cabled him every morning. Usually this is done by transmitting the headlines of the more important articles. If The World has any exclusive items of news—news which no other paper has—this is often cabled him in full, and Mr. Pulitzer measures the value of a man's work largely by the number of exclusive items he is able to send in. Every exclusive brings a complimentary letter from Mr. Pulitzer himself, and a succession of exclusive elicits reward in the shape of a fat check or other handsome present. Mr. Pulitzer, like Mr. Bennett of The Herald, is in constant communication with his assistants by cable, and the policy of the paper is dictated by him from day to day. He often cables over editorials which he has himself written and sent the news of the previous day, and nothing could illustrate better than this the wonderful facilities there are in this day for a man on one side of the ocean keeping himself in rapport with what is happening on the other side."

"Mr. Pulitzer is a hard worker. He has built up his paper on ideas, on projects for attracting the public attention, on novelties, and he has himself furnished many of the most successful plans of campaign. Though he has an income of \$1,000,000 a year from The World and \$200,000 from The St. Louis Post-Dispatch, he insists upon keeping right along at work. His health, as you know, is very poor, and his eyesight has almost failed him, but he shuts himself in a dark room, and the dispatches and the papers read to him by his secretary, and dictates his replies and instructions. Scarcely a day passes in which Col. Cockrell and his associates of the staff are not surprised by the evidences placed before them of Mr. Pulitzer's activity and ingenuity. He is a singularly inventive man. For instance, the plan of having voting contests for the most pop-



COL. CHARLES H. TAYLOR.

ular school teacher, most popular police officer and so on originated with him."

"The World indulged in a number of such contests, and roused so much public interest that the circulation of the paper jumped up many thousands. But it was found that as soon as a contest had been decided the sales dropped back again. Mr. Pulitzer's cable dispatches keep him as closely advised of the progress of affairs in the business office as of the editorial department, and when those ominous drops in circulation were flashed across the sea to him he promptly cabled, 'What does this mean?' In reply Col. Cockrell said he attributed it to cessation of interest in the voting contests, whereupon Mr. Pulitzer returned: 'No more voting contests in The World.' Thus it has happened that The World, which was the first paper to take up the voting scheme, was the first to drop it."

One of the most remarkable examples of the efficiency of a novel plan in building up a newspaper is that afforded by the Boston Globe in the voting contest for the most secular Grand Army man.

In a moment of inspiration Col. Taylor, the proprietor of that wonderfully successful paper, conceived the idea of offering a thousand dollar sword to be voted for by the friends of the Grand Army veterans. It was a peculiarly appropriate plan for attracting attention, on account of the national Grand Army reunion held last week in Boston. Its success must have astonished Col. Taylor himself. It has increased the circulation of his paper forty or fifty thousand copies per day, much of which is likely to be permanent growth. Orders for extra copies have poured in from all parts of the country, and the presses have been busy for weeks printing two page sheets, one of them containing the voting coupon. The Boston Globe is, by the way, itself an example of what novelty and daring will do in the way of winning readers for a paper. It is a type, and Col. Taylor is a representative, of the new school of journalism, which consists of making as good a paper as money can make—as good as any other paper—and then pushing it upon the public notice and into the public favor by a succession of novel projects.

It was Col. Taylor who first tried the experiment of offering prizes for the best ideas to be used in this manner in a newspaper office. That was three or four years ago, and I have heard it said that the suggestions which came pouring in, and which cost but a few hundred dollars, have been worth \$300,000 to the Globe. Mr. Pulitzer also tried this plan a short time ago, and astonished himself, no doubt, and his readers besides with the results. The simple truth is that ideas are worth money in the newspaper world, just as they are in the field of invention. The young newspaper man who has a good idea should not give it away. One idea which may be made to result in a successful stroke in New York, Boston or Chicago is worth as much to a man as five years of painstaking work. Two years ago a young man from a country town came to me in Washington for a letter of introduction to Col. Cockrell, of The World. He had determined to seek employment in New York.

"I do not know Col. Cockrell," I said, "but I'll give you something better than a letter of introduction." Then I suggested an idea which I thought might please the editor. Armed only with this my young friend went to New York, where he was a stranger, and now he is one of the most valued and most prosperous members of The World staff.

The idea was not a very brilliant one, but ideas, practical, workable ideas, are at a premium in most newspaper offices. Mr. Robert Patterson, managing editor of The Chicago Tribune, once said to me: "I can hire plenty of good newspaper men for fifty dollars a week. I would like to find a man with enough originality in the way of suggestions so that I might pay him fifty dollars a day."

Wherever the modern school of journalism has been introduced it has had its influence upon all the journals in the field. In Chicago, for instance, the conservative Tribune and Inter-Ocean, and even the staid Evening Journal, have been stirred up by the competition of the newer and livelier Herald. This last named paper was founded by Mr. James W. Scott, who was one of the earliest to perceive the value of novelty in journalism. Mr. Scott has been the Pulitzer of Chicago. In five or six years he has built up a paper which leads all rivals in circulation, and which will soon occupy one of the most artistic and complete newspaper buildings in this country.

One of Mr. Scott's first schemes for attracting attention to his paper was an edition of The Herald dated 1885, written throughout, advertisements and all, as of 100 years hence. Of this novel edition more than a million copies were sold, some of them in Europe and many of them on the streets of New York and other eastern cities. The Herald was the first paper in the world to sound the public on the question, "Is Marriage a Failure?" a discussion which added many thousands to the permanent circulation of the paper. It was also one of the first papers to make a feature of daily illustrations.

Not content with having put The Herald in front rank, Mr. Scott is now building up an evening paper in Chicago. Of course he is pursuing the same methods which have been so successful in New York, Boston and elsewhere. After first making his arrangements for the publication of a first class paper Mr. Scott looked about for some means of introducing it to the public. To print a good paper is one thing, to let the public know of it is another. A man might start in New York a paper superior in every way to The World or Tribune or Times, expending upon it ten or twelve thousand dollars per week, and without some novel schemes to attract attention, or some effective methods of reaching out to the public and pulling them in as subscribers, might go on with his publication for a dozen years with but a few hundred readers. He would literally hide his light under a bushel.

There are two kinds of newspaper talent. One is the ability to make a good and complete newspaper, the genius for gathering, editing and winnowing news; the other is a faculty of making the paper talked about, so that as soon as a man has been attracted as a reader he at once, perhaps unconsciously to himself, induces a number of his friends to follow his example. When the two kinds of talents are combined success is sure to follow. In this case Mr. Scott went straight after the public. He offered a bicycle to every boy or girl who brought him a list of 100 subscribers for a single month. At once an army of boys and girls sprang to work. They called upon their friends and neighbors, induced them to subscribe, just to try the paper, and in three months Mr. Scott had had to buy three or four car loads of bicy-

cles. At the same time he has received in return a circulation for his paper which most journals struggle for during four or five years of their career. In three months Mr. Scott's Evening Post will be earning a profit. In five years it will be a gold mine. It is not the dollar, but the idea, that rules the world.

WALTER WILLMAN.

POINTS TO BE REMEMBERED.

When You Go to Ireland Do Not Forget the Hints Here Given.

(Special Correspondence.)
CORK, Aug. 21.—The traveler should not be content with a merely cursory examination of the city of Queenstown. He will not find many pronounced objects of interest in the city itself, but in its environs there are many landscape scenes, ancient abbeys and other objects of interest to captivate the eye and to stimulate the fancy. The Vale of Glenmore, for instance, only two miles from Queenstown, is worthy of a visit, and within the same number of miles from the city is the tomb of the Rev. Charles Wolfe, the author of "The Burial of Sir John Moore." Leaving Queenstown the traveler will find the ancient town of Youghal to be worth seeing. Of all the quaint towns in Ireland this is probably the quaintest. In it, in a good state of preservation, is the residence of the late Sir Walter Raleigh, and the caretaker will show the visitor where this celebrated gentleman planted the first Irish potato in his grounds. This is what the caretaker says, but of course it wasn't really an Irish potato at that time. It hadn't been naturalized, so to speak.

Cork will not be of particular interest to the American traveler, because it so closely resembles a bustling New England town. The Protestant church of St. Fin Bar, and also the Roman Catholic church of St. Peter and St. Paul, are both worth seeing. To the romantic mind, however, the Mariner's road will furnish the most pleasurable emotions. This is where the Cork lovers go for an evening stroll. It is just within the environs of the city, and is about the length of the Brooklyn bridge. It is lighted by gas and is beautifully shaded by overhanging trees. Of course no traveler will miss going to the famous Blarney Castle. It is only about ten miles from Cork. It is reached by a small railway, the price of the trip back and forth being only forty cents. If one gives the caretaker twenty-five cents to show him over the castle that useful person will be quite satisfied. So Blarney Castle may be seen from Cork for less than a dollar.

Most American tourists, however, have paid about \$10 for this privilege. Don't be foolish enough to believe that the rock pointed out by the guide is the genuine Blarney stone. Tens of thousands have kissed a stone under this mistaken impression, and they have probably wondered why their luck didn't improve afterward. The genuine stone, which was originally brought from Palestine, and which bears the inscription cut into it four centuries ago, is located in the wall of the castle at least thirty feet from the top. To kiss it a man would have to be lowered by ropes, and then he would have difficulty in accomplishing his purpose, as it is covered with a luxuriant ivy vine.

E. J.

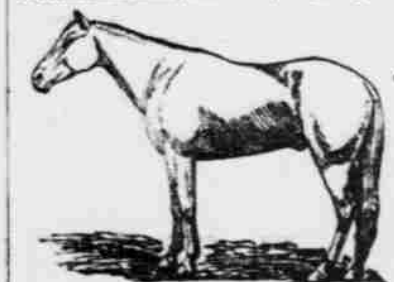
Bite of Foreign Life in New York.

NEW YORK, Aug. 21.—On Washington street a small colony of Mohammedans affords considerable fun to the boys of the neighborhood. They seem to be quite strict in observing the forms of their faith, and go through the washing of the hands at meals, the frequent use of the prayer rug, and the kneeling toward Mecca with great regularity. They never drink stimulants, eat sparingly and of the simplest foods, and conduct themselves with oriental propriety and dignity. They appear to be natural born peddlers, and appear to be managing very large profits on very little capital, and less than a dollar a day for future enjoyment in the lands of the sultan.

Cuba must be in a bad way politically and financially, if we are to judge from the number of her citizens who arrive here every week. All the hotels and boarding houses which cater to them are overcrowded. In many callings the Cubans have come to occupy so prominent a place as to attract general notice. They have several restaurants downtown, in which are daily served such un-American dishes as dried codfish and breadsticks, and stewed tomatoes, bacon and onions. Nearly all of them are ultra Republicans and strong annexationists.

Though the African slave trade was abolished in the beginning of the century, and there is but little trade between the United States and the "Dark Continent," there is nevertheless a slow but constant inflow of the Ethiopian race to this country. Most of it comes from the West Indies, but a good percentage is drawn from all those seaports where there are black seafaring people. The best neighborhood to see these newcomers is that of the sailors' boarding houses near the water front. One reason for their liking the New World is the high rates paid to mariners shipping from the port of New York.

A Famous Campaigner.
WALTER E. is the winner of the Merchants and Manufacturers' stake which was decided at Detroit recently. He had to meet a formidable field, as Suisun, Play Boy and



WALTER E.

eight other good ones were in it. It took seven heats to declare the winner, and the contest covered two afternoons. In the second heat Walter was obliged to take a record of 2:14. Walter trotted in five races in 1888 and won one, in which he got a record of 2:04. In 1889 he trotted in eleven races, winning five of them, and wound up the season with a record of 2:04. He was sired by Patchen Mambrino, son of Mambrino Patchen, and his dam was Old Morgan by a horse called Wagoner, of doubtful origin. Walter E. is an ordinary looking bay gelding, standing about 15½ hands high. At Rochester, on Aug. 15, Walter again demonstrated what he could do in the line of trotting by defeating Leopard Rose, Stevie and Mamie Wood for a purse of \$2,000. This made his fourth win on month and his record is 2:04.

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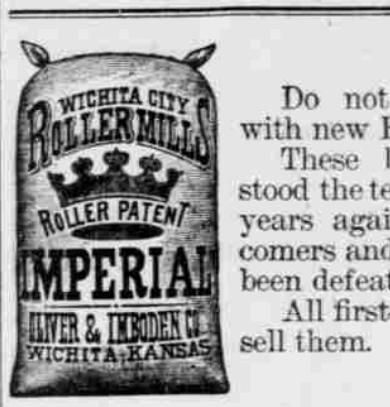
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